



PATENT  
Attorney Docket No. 25396-003

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANTS : Rick Kiessig, *et al.*  
SERIAL NO.: 10/632,092 Examiner : *Not yet assigned*  
FILING DATE : August 1, 2003 GROUP ART UNIT : *Not yet assigned*  
FOR : SYSTEM AND METHOD FOR MANAGING CONTENT

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**POWER OF ATTORNEY**

It's The Content, Inc., owner of the entire right, title and interest in, to and under the above-identified application by virtue of an assignment filed for recordation herewith, hereby appoints the attorneys and agents associated with Customer Number

**29315**

as Assignee's attorneys with full power of substitution and revocation to take any and all action necessary with regard to the above-identified patent application.

Address all telephone calls to James G. Gatto at telephone number 703-464-8182.

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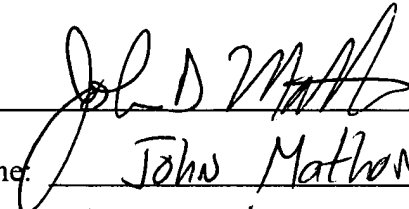
**29315**

The undersigned hereby declares that all statements made herein of his/her own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001

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and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

IT'S THE CONTENT, INC.

By:   
Name: John Mathon  
Title: President  
Date: 1/26/04